

# BUSINESS BRIEFS

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**YOUNG'S** OF BIRMINGHAM  
203 Pierce Street

**MAKING A LEAD** test on the newly installed circuits are George Balligan, job supervisor of Western Electric, and Norman St. Onge, installer. The test instrument is placed at different sections where a whistle sound denotes proper hook-up.

**INSPECTING** the completed frames which hold the telephone cables is the Birmingham area manager, Albert H. Warner. The complicated wire arrangement requires expert technicians to install and maintain.

## Bell's Expansion at B'ham Office Near Completion

Workmen and technicians at the Birmingham central office of the Michigan Bell Telephone company are near completion on the installation of \$383,000 of facilities. This includes elaborate wire systems and electronic telephone equipment manufactured by Western Electric.

It has taken 18 months to engineer, manufacture and install all the new equipment. This latest installation will provide services for 4,000 additional customers. Presently the local office is servicing 18,000.

**SPACE** on the top floor of the Bell building at 100 Martin, Birmingham is still available for more equipment to meet the expected growth of the surrounding community.

The new telephone equipment is of the same type which now allows residents to dial nationwide. Birmingham was the second city in the nation to have this type of dialing. Since then Michigan Bell has expanded it to several other cities and plans to continue.

**ACCORDING** to Albert H. Warner, area manager, there are 100,000 incoming and 180,000 outgoing phone calls passing through the center in a 24-hour period. Largest users are the city offices, Ford Tractor and Implement, and Mac-

## State Farm Sets Insurance Record

A new record for the life insurance business was set in September by State Farm Life Insurance company, Bloomington, Illinois, Harold E. McGill 17341 Kinross, Birmingham district manager announced today.

The life firm passed the mark of one billion dollars of life insurance in force in its 28th year, the shortest time in which this total has ever been reached through direct sales by agents.

State Farm agents here were assisted in a personal letter from A. W. Tompkins, executive vice president—agency of the State Farm companies, for their help in reaching the new high mark. Through August 31, of this year, the State Farm field force paid for more than \$140,000,000 of new ordinary life insurance.



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On the occasion of Change of residence Arrivals of Newcomers to Birmingham

**MRS. H. WALES PRICE**  
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**Insurance Confab**  
Leon H. Landsberg, 5357 Cambridge Place, Birmingham, Hugh C. White, 27200 Scenic Rd., Birmingham are attending the Connecticut Mutual Life Insurance Co.'s regional sales conference at Pocono Manor, Pennsylvania, this week. They are associated with the Charles E. Stumb agency of Detroit.

## KRESGE'S

Lustrous White  
**Pearl Collars**  
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Add new beauty to your sweaters and dresses with a pearl collar. Choose from Kresge's exciting assortment of seven styles. Rayon satin backed and lined. 6-row width. Wider collars. \$1.99 plus tax.

WEST MAPLE AT HENRIETTA

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If you are overweight, here is the first really thrilling news to come along in years. A new & convenient way to get rid of extra pounds easier than ever, so you can be so slim and trim as you want. This new product called DIATRON cures both hunger & appetite. No drugs, no diet, no exercise. Absolutely harmless. When you take DIATRON, you still enjoy your meals, still eat the foods you like but you simply don't have the urge for extra portions and automatically your weight must come down, because, as your own doctor will tell you, when you eat less, you weigh less. Excess weight endangers your heart, kidneys, so no matter what you have tried before, get DIATRON. It's new. It's sold on the CLIPBOARD. You must pay weight with the first package you use or the package costs you nothing. Just return the bottle to your druggist and get your money back. DIATRON costs \$2.00 and is sold with this strict money guarantee by:

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WEST MAPLE AT HENRIETTA—BIRMINGHAM

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